

Rural Health Access

Donald Herbst – President, Iowa Association of Rural Health Clinics

Katie Kenny – Recruitment and Workforce Development Manager –
Iowa Primary Care Association

August 2018



Iowa Association of Rural Health Clinics

About Us

We are a group of concerned clinicians who formed the Iowa Association of Rural Health Clinics (IARHC) in 1995 to collectively raise the level of awareness of policy makers about issues facing certified Rural Health Clinics (RHCs) in Iowa.

Our Mission

Shape long term rural health policy to improve patient care and optimize clinic operations.

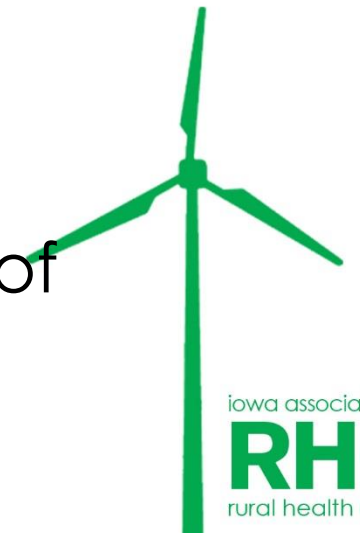
Our Vision

Ensure all individuals in rural Iowa have access to quality, affordable, coordinated and comprehensive health services.



Rural Health Clinic Overview

- 170 Rural Health Clinics in Iowa
- Independent and Provider Based
- Majority of Iowa RHCs are owned by a health system (UnityPoint, Mercy, Gunderson, Mayo, etc.) or a Critical Access Hospital. Some are still owned independently.
- RHCs must be located in a rural area (according to the Census) or designated by HRSA or the Governor as a medically underserved area
- RHCs must employ a NP or PA who provides a core set of basic services to the community.



Rural Health Clinic Concerns

- Recruitment and retention of providers and staff
- Lack of public transportation for patients in rural settings
- Mental health providers and beds
- Cost of upgrading to EHR or other systems (such as telehealth) for small, rural clinics and hospitals
- Staff and financial resources to implement new initiatives – Medicaid managed care, emergency preparedness, etc.



Rural Health Future Focus

- Meeting the needs of our communities:
 - a. Modernization of Facilities
 - b. Hours of Operations
 - c. Professional & Support Staff Recruitment
 - d. Technology
- Reimbursement
 - a. MCO's Changes
 - b. CMS
 - c. Private



Iowa Primary Care Association

- The Iowa PCA is a non-profit membership association comprised of community health centers and other safety net providers in the state. Iowa PCA provides technical assistance to the state's 13 community health centers and one migrant health program.
- Our health centers serve over 200,000 unique patients at over 80 sites across the state.
- Health centers provide medical, behavioral health, vision, dental and enabling services.

Iowa PCA Workforce

Recruitment Center at the Iowa PCA

- Job Postings/Sourcing
- Career Fairs
- Education on loan programs nationally and in Iowa
- Workforce Committee

What we are seeing:

- Lack of applications to rural areas not on the border of Iowa: Specifically Leon, Ottumwa, and Fort Dodge
- People don't know what FQHCs are or have preconceived ideas about health centers
- Candidates aren't well educated on loan programs
- Other PCAs in other states have partnerships with their residencies and we are not there yet
- AAFP: People want rural but not Iowa

Iowa PCA Workforce

2017 Iowa HealthCare Workforce Summit

- 39 Iowa Universities, colleges, and training programs to educate and feed staffing needs
- Challenges:
 - Keeping Iowa- trained physicians in Iowa
 - Incentives are about the same and they are expected
 - Smaller locations are not always on the radar of prospective employees
 - Medical students need exposure and appreciation of rural settings

Iowa Workforce

- Shortage of Psychiatry and Mental Health Providers
- Shortage of Family Medicine and Internal Medicine
- Decline in Dentists staying in Iowa
- Locations want people from Iowa for retention purposes

Iowa PCA Workforce

What is working well:

- Loan Programs: NHSC mostly and some PRIMECARRE
- Retention bonuses
- Engaging spouses in site visits
- Promoting unique mission and values-What do you do well?
- Less Call/ Quality of Life with similar compensation
- Finding people with ties to the mission especially millennials

Opportunities we see in the future:

- Improving knowledge of loan programs
- Partnerships with programs to divvy out knowledge
- HPSA Auto Scoring Modernization Project

Examples of Other Health Center Access Initiatives

- Pilot Program with VA Office of Rural Health Resource Center and Community Health Centers of Southeastern Iowa
- Crisis Center Implementation by the Community Health Centers of Southern Iowa, have also added vision, mammography, and substance abuse services
- Midwifery, victim advocacy, and vision services being offered at Promise Community Health Center
- Tele-psychiatry visits being provided at Community Health Centers of Southeastern Iowa, Community Health Centers of Southern Iowa, and River Hills Community Health Center
- Implementation of PRAPARE, a standard SDOH screening tool, which will better inform enabling services offerings at many health centers

Contact Us

Donald Herbst

President

Iowa Association of Rural
Health Clinics

dherbst@clarindahealth.com

Katie Kenny

Recruitment and Workforce
Development Manager

(515) 333-5011

kkenny@iowapca.org

Website

www.iowapca.org

www.iarhc.org

